

DATE: September 2, 2005

TO: City Clerk

FROM: Representative Susie Byrd

ADDRESS 2 Civic Center Plaza, 10th Floor, District 2 TELEPHONE 915-541-4996

Please place the following item on the (Check one): CONSENT X REGULAR _____

Agenda for the Council Meeting of September 13, 2005

Re-Appointment of Michael Dean Shoffit to the Greater El Paso Civic, Convention and Tourism

Item should read as follows: Advisory Board by Rep. Susie Byrd, District #2

SPECIAL INSTRUCTIONS: _____

Item No. _____

BOARD COMMITTEE/COMMISSION APPOINTMENT/REAPPOINTMENT FORM

NAME OF BOARD/COMMITTEE/COMMISSION: Greater El Paso Civic, Convention and Tourism Advisory Board

NOMINATED BY: Representative Susie Byrd DISTRICT: #2

NAME OF APPOINTEE Michael Dean Shoffit

(Please verify correct spelling of name)

BUSINESS ADDRESS: _____

CITY: El Paso ST: TX ZIP: _____ PHONE: _____

HOME ADDRESS: _____

CITY: _____ ST: _____ ZIP: _____ PHONE: _____

WHO WAS THE LAST PERSON TO HAVE HELD THIS POSITION BEFORE IT BECAME VACANT?

Michael Dean Shoffit

REASON PERSON IS NO LONGER IN OFFICE (CHECK ONE): TERM EXPIRED: X
RESIGNED _____
REMOVED _____

OTHER (SPECIFY): _____

EXPIRATION DATE OF INCUMBENT: 08/2005

EXPIRATION DATE OF NEW APPOINTEE: 08/2007

PLEASE CHECK ONE OF THE FOLLOWING: 1st TERM: _____

2nd TERM XX

UNEXPIRED TERM: _____

MICHAEL DEAN SHOFFIT

Over thirty-two years of training and experience in management with multiple professional concentration in development, marketing and operations. Holding successively increased responsibility in: hospitality sales management, marketing, training and senior hotel management operations, (line and staff). Extensive experience in budgeting, forecasting, selling, financial management, strategic planning, public relations and personal development. Corporate organizational skills along with development and feasibility experience.

FUNCTIONAL EXPERIENCE

Multi-Unit Area Operations
Multi-Unit Area Sales and Marketing
Full service Hotel General Manager
Hospitality Industry Marketing
Hotel Sales Management
Convention Development
Operations Development
Strategic Planning
Personnel Management (H/R)
Site & Feasibility Development
Market Development
Media Placement
Corporate Organizational Skills

PERSONAL STRENGTHS

- Strong personal presentation skills
- High Morals
- Outgoing personality
- Confidence
- Analytical Skills

EDUCATION

University of Houston
Bachelor of Science (BS)
Major in Marketing and Business
Executive/Management
Seminars and Programs

PROFESSIONAL AFFILIATIONS/ COMMUNITY INVOLVEMENT

Quad Cities Lodging Association - Board
El Paso Hotel/Motel Association – President,
(three terms)
El Paso Restaurant Association - Director
El Paso Convention and Visitors Bureau
10 years – Director/Chairman – Marketing Committee
TSAE – Texas Society of Association Executives
Coors World Finals Rodeo – Chairman
United Way of El Paso – Chairman, Entertainment/
Pacesetter Division
NMSU – New Mexico State University Board of
Advisors
SKAL – SKAL Club of El Paso
Sun Carnival Association – Director
Rotary Club of El Paso
El Paso Wine and Food Society
Amigo Air Show Board
Viva El Paso Board
Texas Hotel – Motel Association

PROFESSIONAL EXPERIENCE AMPLIFIED

2002 -- Present

GENERAL MANAGER – MEYER JABARA HOTELS

Currently General Manager of a 206 room full service hotel responsible for Operations and Marketing. 15 managers and 100 employees.

- 2000 – 2002
- AREA GENERAL MANAGER – SIX CONTINENTS HOTELS**
 Multi-Unit responsibility for total operations of five hotels in the Quad Cities (Davenport, IA/Moline, IL). Two full service Holiday Inns, two Hampton Inns and one Holiday Inn Express, over 875 total rooms. Working with five General Managers in areas of total operations, sales and marketing, guest Comments, capital expenditures and human resources. To date, as a group, Increased sales from a year ago, increased GOP, completed partial renovations In all five properties and increased guest comments in four of the five properties.
- 1998 – 2000
- AREA DIRECTOR OF SALES – BRISTOL HOTELS/SIX CONTINENTS**
 Multi-Unit responsibility for all direct sales support/direction, revenue management Support, market analysis support, sales recruiting, personnel placement, training, Marketing plan direction and support, overall mentoring of the sales and marketing Effort.
- 1997 – 1998
- VICE PRESIDENT – HOTEL DEVELOPMENT – LANDMARK ORGANIZATION, INC.**
 Project Executive responsible for franchise procurement, site selection and land Acquisition for all hotel sites. Additionally, responsible and accountable for Financing arrangements and upon project completion; asset management, marketing, Hospitality sales and general hotel operations – line and staff as well as budgeting And strategic planning.
- 1992 – 1997
- PRESIDENT – SHOFFIT MARKETING AND INVESTMENT GROUP**
 The company was a business brokerage on one side, specializing in buying and Selling businesses. On the other side, it was a full service marketing company. Specializing in teaching sales techniques, hospitality skills and teamwork. The firm also provided Event Marketing and planning – handling all sponsorship Sales, media placement, graphics merchandising for the North American Rodeo Commission, World Finals Rodeo, and several rodeo and bull ride companies. Clients include: The Radisson, the Clarion, Quality Hotels and the Cliff Inn all In El Paso, Texas.
- 1984 – 1992
- GENERAL MANAGER – EL PASO MARRIOTT**
 As General Manager of a 300 room full service hotel, was responsible for all Operations and marketing; 26 management and 275 non-management employees. Under my leadership, this hotel constantly lead the El Paso market in ADR and Occupancy, earning awards for lounge and reservations office of the year.
- 1982 – 1984
- RESIDENT MANAGER – DALLAS LBJ MARRIOTT**
 Responsible for Reservations, PBX, Bellstand, Housekeeping, Laundry, Front Desk and the Gift Shop. Won 1983 Resident Manager of the Year.
- 1979 – 1982
- REGIONAL DIRECTOR OF MARKETING – MARRIOTT HOTELS**
 Responsible for all the sales, marketing, public relations, sales personnel, market And site feasibility work for Texas, Louisiana, Oklahoma and New Mexico.
- 1969 – 1979
- MARRIOTT HOTEL CORPORATION**
 Various operations and marketing positions with Marriott in Dallas, Minneapolis, Atlanta and Washington, D.C., each promotion included additional responsibility. Details on each assignment upon request.